

Tools For Action

An inventory of nutrition and physical activity interventions in Wisconsin

Program Name Fit City Madison

Contact Information

Main Contact Person Kathy Andrusz
Title of Main Contact Fit City Coordinator
Agency Affiliation of Contact Madison Department of Public Health
Contact Phone Number 608 294 5323
Contact Email Address kandrusz@cityofmadison.com

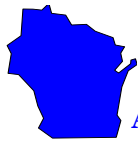
Program Information

Type of Program Coalition
Year Coalition was Formed 2002
Primary program focus Physical Activity & Nutrition
Region Southern
County Dane
Coalition Web Site Address www.fitcitymadison.com

Program Information

Represented Groups on Coalition Business Community Faith-Based Government Health Care Health Dept Media Schools University UW-EX WIC	Represented Professions on Coalition Business Citizen Rep Dietitian Educator Exercise Specialist Health Care Admin Media Nurse Physician
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A Wisconsin Nutrition and Physical Activity Program



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Intervention Name

Fit City Madison Fitness Promotion Events

Intervention Information

Type of Intervention: Physical Activity & Nutrition – Fitness Events and Policy advocacy
Focus Area: Increase physical activity, improve nutrition
Intervention Site or Setting: School, community center, workplace
Scope of Intervention: City wide
Target Audience: All races and genders Ages 5-11, 20-39, 40-59, 60-74, 75 +
Total Population in Area Served: 200,000
Number of Participants: 3000
Implementation Status: Ongoing

Partners: Safe Communities Coalition, Local HMOs & Hospitals, citizens, school personnel, Fire and Police departments, Sporting goods stores,

Unique Funding
Corporate and private donation, state mini-grants, City Budget allocation

Evaluation:
Health Indicator
Impact on Knowledge, Attitudes & Behavior
Semi-annual service data and survey

Evidence-Based or Best Practice based on
CDC, USDA, action for healthy kids

Products Developed or Materials Used:

Newsletter, fitness goal-setting guides, promotional flyers, logo

Intervention Description:

Fit City is a community wide network of organizations with the mission of improving nutrition and improving physical activity.

Fitness events have included Mayor's Bike Around the Lake and Walk Around the Square, 3 Fewer Bites and 10 More Minutes of Activity, Fit Kids Challenge, Fun Run Summer Series, Full Moon 5 K Run and Kids' Race, Back to School Extravaganza Kids Fun Run, Steps to a Safer Community. Safe Walking Routes project under way, mapping out safe biking and walking routes to the community pool to be opened Summer 2006.

A Wisconsin Nutrition and Physical Activity Intervention